

The logo features the letters 'RNL' in a bold, black, sans-serif font. The letters are contained within a white, rounded rectangular shape that resembles an open book or a speech bubble. This white shape is set against a circular blue background. The entire graphic is surrounded by a decorative pattern of blue squares in various shades, some of which are slightly offset or overlapping, creating a pixelated or mosaic effect.

**RNL**

# **2024 RNL Enrollment Workshop**

Charlotte, NC ■ April 18, 2024

Traditional Enrollment | Online and Graduate Enrollment

# Maximizing Scaling and Efficiency on Your Campus

April Bush, Ph.D. | Vice President



# Topics for discussion

1. Understanding the student experience from inquiry to enrolled
2. Are we meeting student expectations?
3. How should we examine the people, processes, and technology that students encounter during the recruitment process?
4. Open Discussion

# The student experience

1

# The Funnel

Are we engaging students in a meaningful way throughout the funnel?

**Cultivate Prospects:**  
Prospect to Lead



**Nurture prospect/leads/inquiry:**  
Lead to Applicant

**Develop relationships with applicants:**  
Applicant to Admit

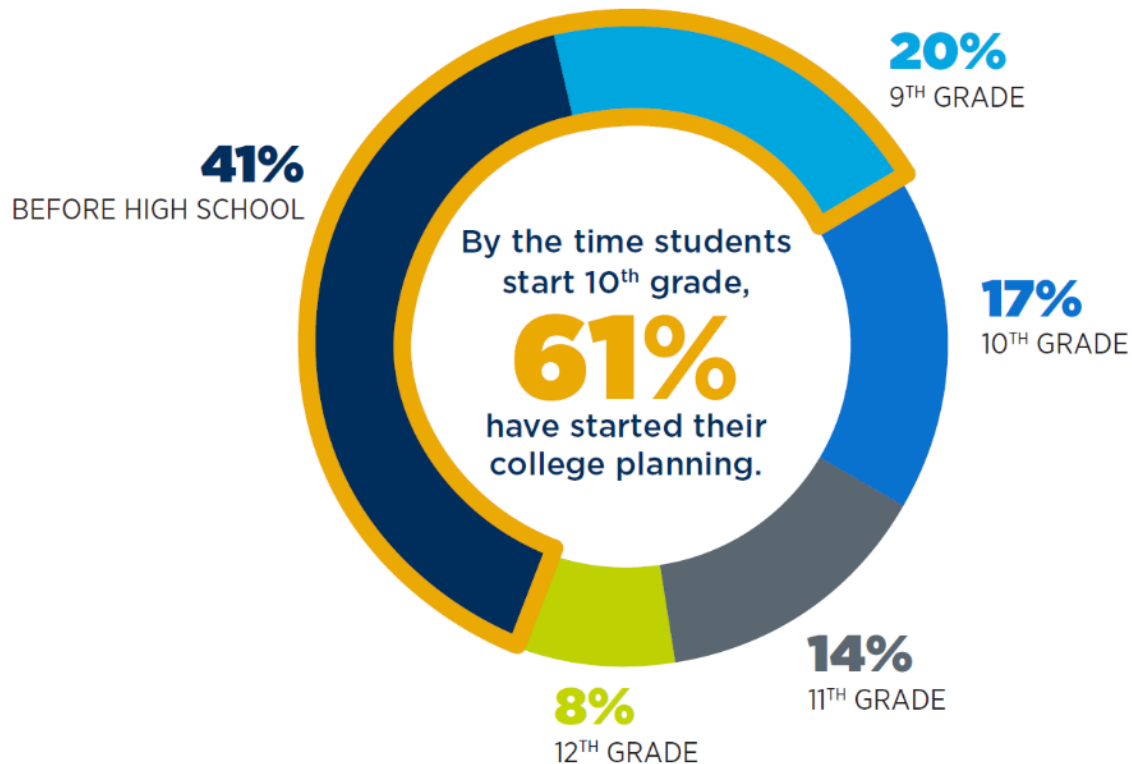


**Decision Enablement:**  
Convert admits to committed

**Melt Prevention:**  
Commit to Enroll



# When does college planning start?



# Understanding the needs of today's students

The data are clear—students and parents need to be engaged

- **79**—average number of times a student unlocks their phone each day
- **98%** of students consider financial aid and scholarship as somewhat or very important in enrollment decision
- **70%** of students bypass direct marketing and search on their own
- **99%** of parents say they are involved in the search process



## *Top channels*

- Website
- Email
- Video
- Social Media
- Text

## *Top desired content*

- Academic programs
- Cost/Aid
- What the community is like

# Application behaviors



## **6 institutions**

Average number 12th-grade students apply to *(same number from 2018 and 2020)*



# Application behaviors

New colleges and universities in 12th grade

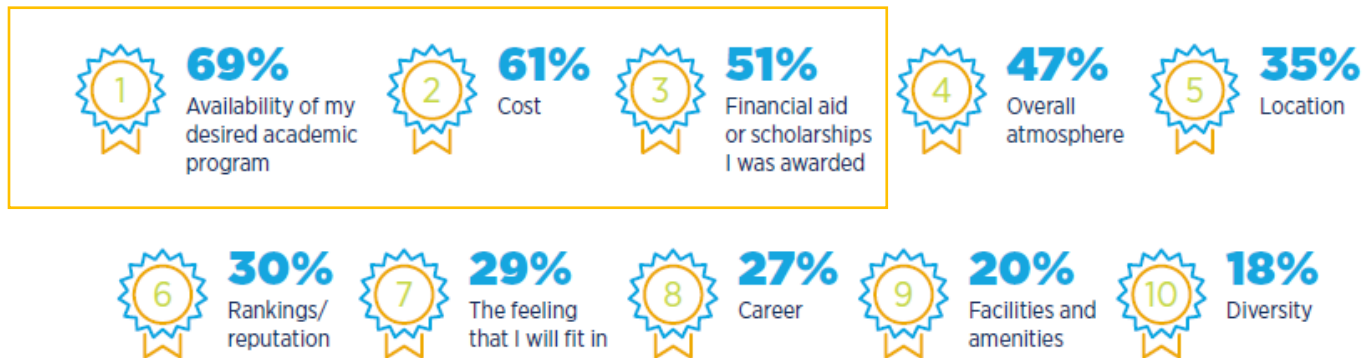


**70% become interested**  
in a new college in 12th grade

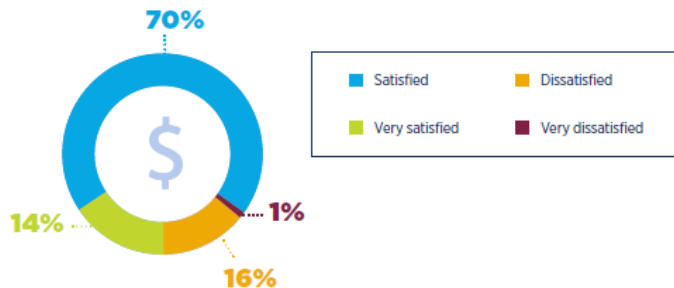


**92% applied**  
to a college they became interested in during 12th grade

# Top Factors to Attend



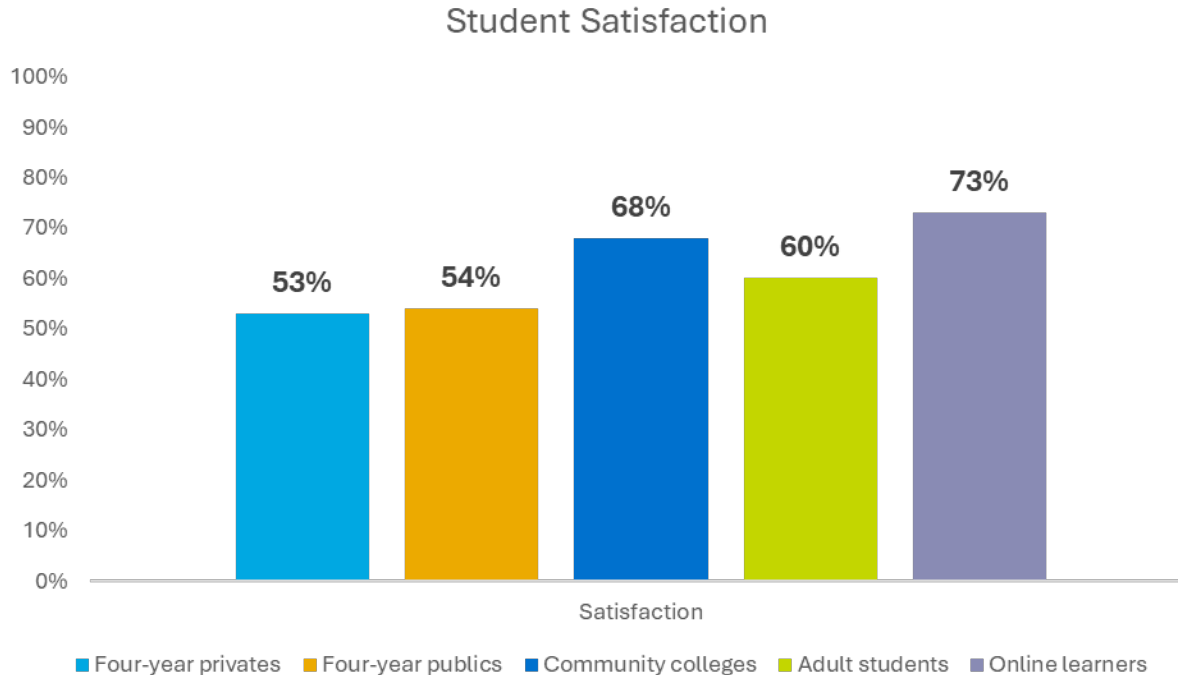
## SATISFACTION WITH AID INFORMATION



**Are we meeting student  
expectations?**

**2**

# How satisfied are college students?



Percentages indicates the proportion of “satisfied” or “very satisfied” scores

Rate your overall satisfaction with your experience here thus far

**SCORING** ▾

Not satisfied at all

Not very satisfied

Somewhat dissatisfied

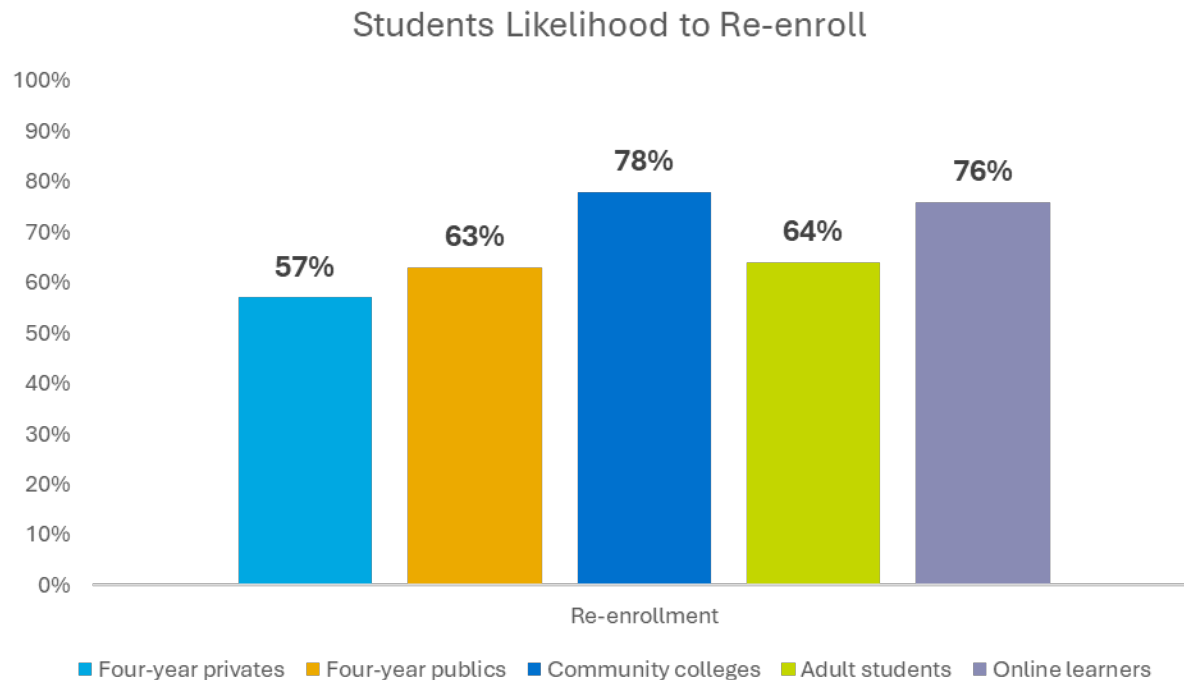
Neutral

Somewhat satisfied

**Satisfied**

**Very satisfied**

# How likely are students to re-enroll?



Percentages indicates the proportion of “probably yes” and “definitely yes” scores

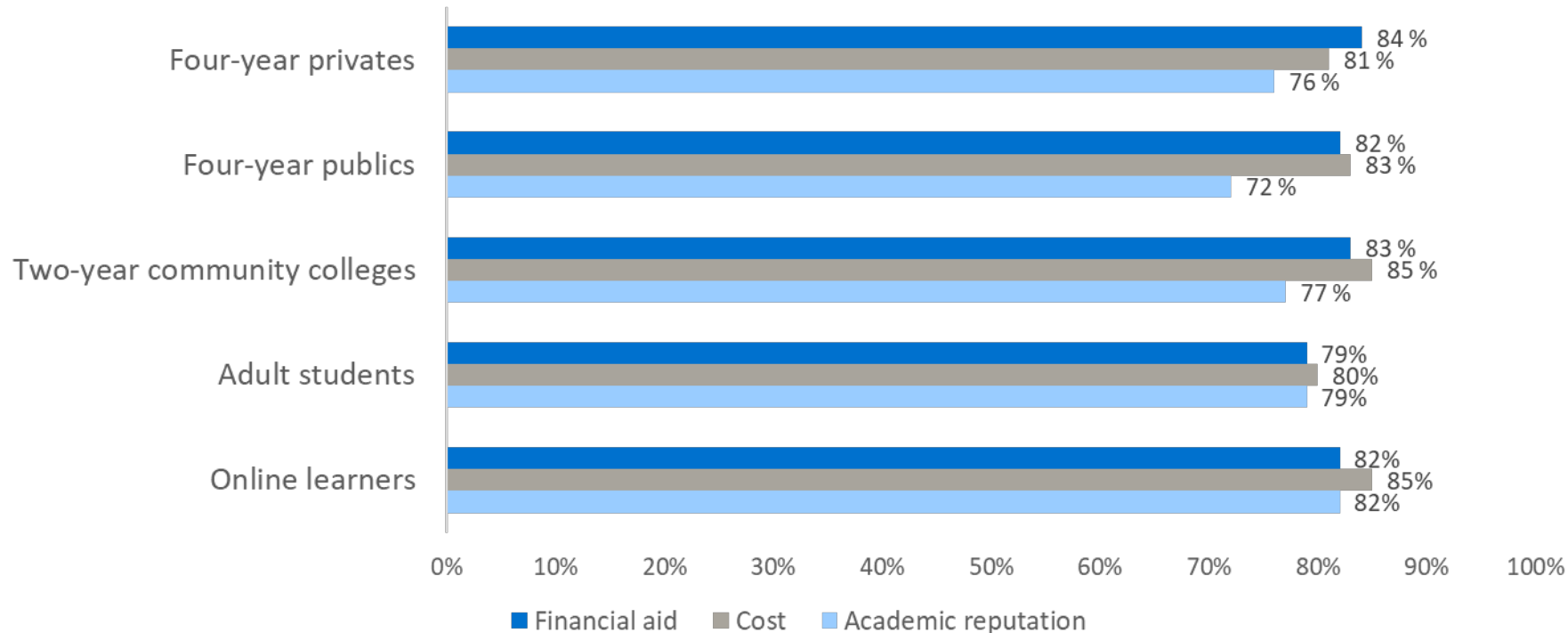
All in all, if you had to do it again, would you enroll here?

**SCORING** ▾

- Definitely not
- Probably not
- Maybe not
- I don't know
- Maybe yes
- Probably yes**
- Definitely yes**

# Factors in the Decision to Enroll

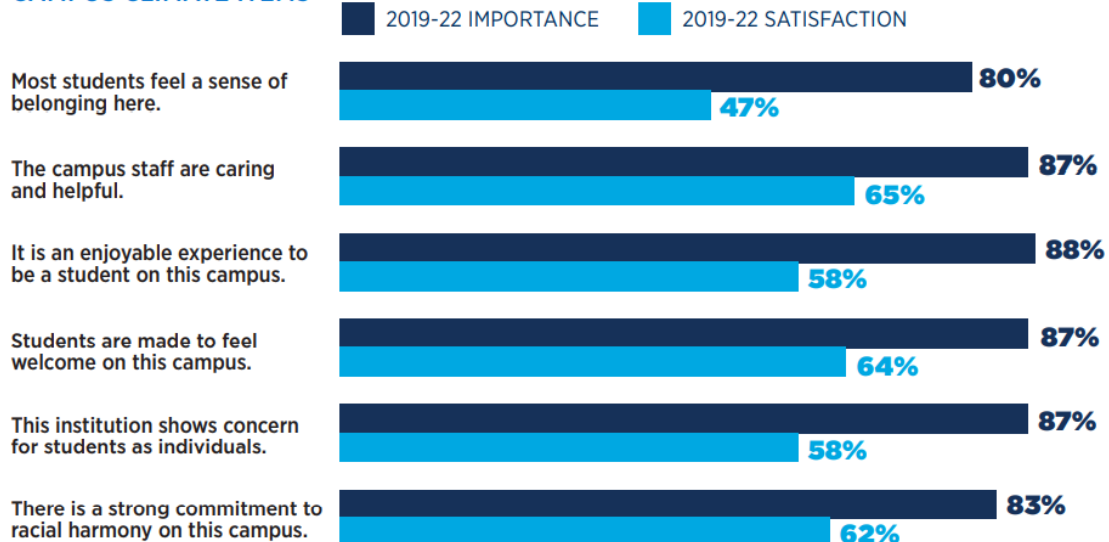
## Across Institutional Types



# Are we meeting the expectations of students?

## Four-year privates

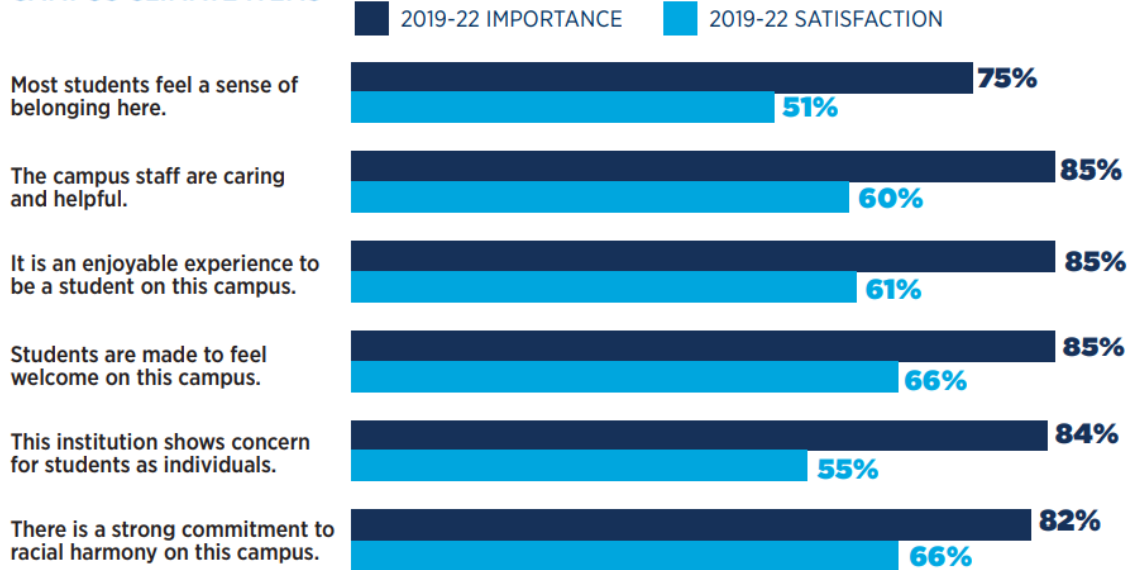
### CAMPUS CLIMATE ITEMS



# Are we meeting the expectations of students?

## Four-year publics

### CAMPUS CLIMATE ITEMS

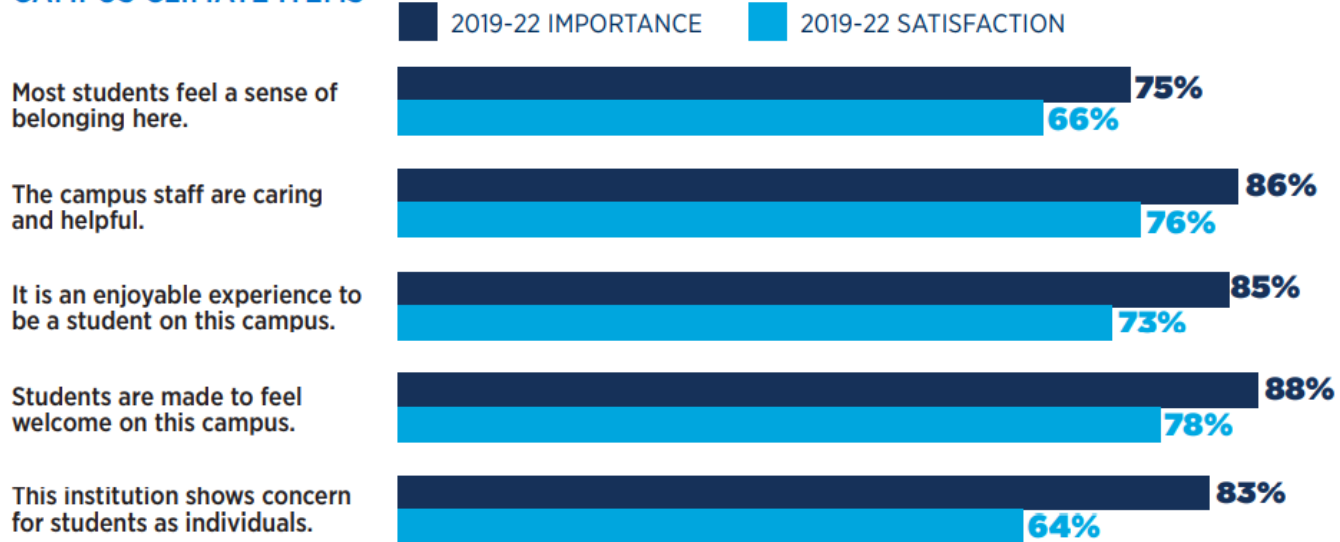




# Are we meeting the expectations of students>

## Community Colleges

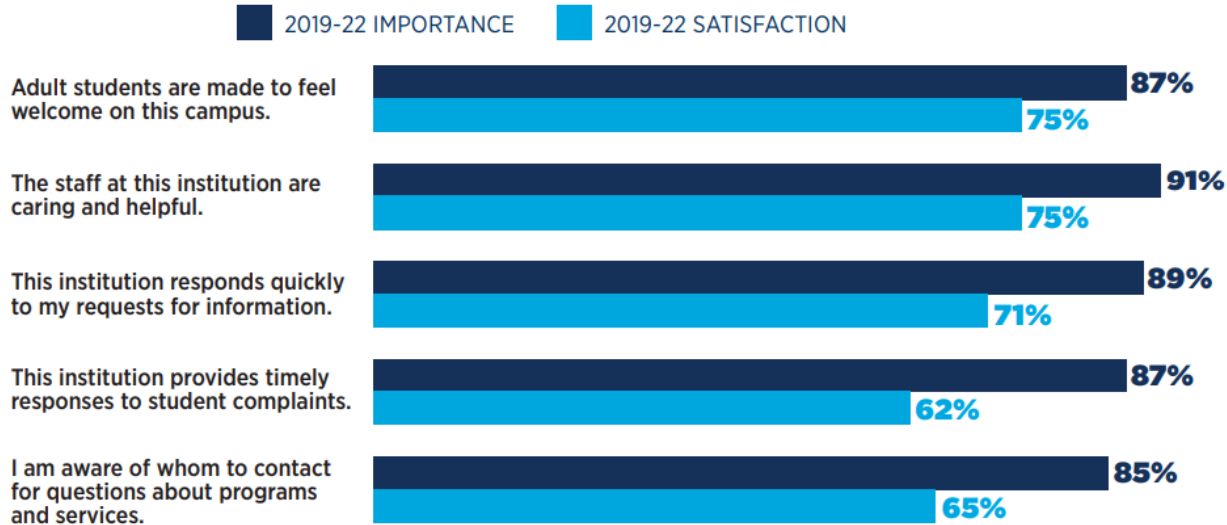
### CAMPUS CLIMATE ITEMS



# Are we meeting the expectations of students?

## Adult learners (undergraduate and graduate)

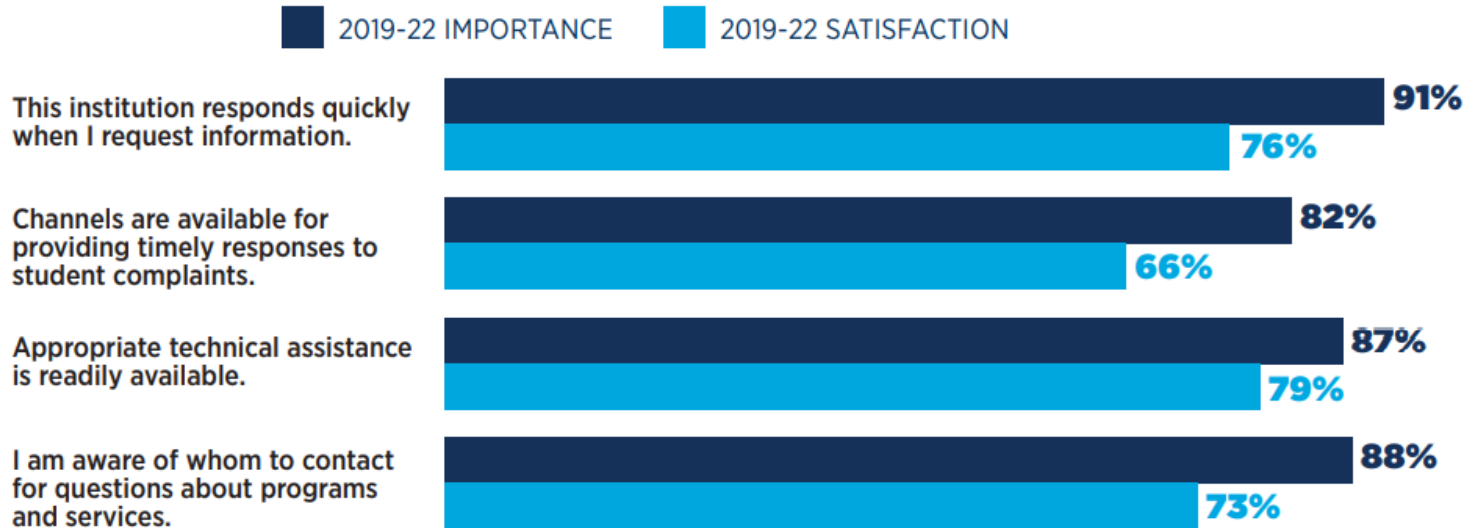
### CAMPUS CLIMATE ITEMS



# Are we meeting the expectations of students?

## Online learners

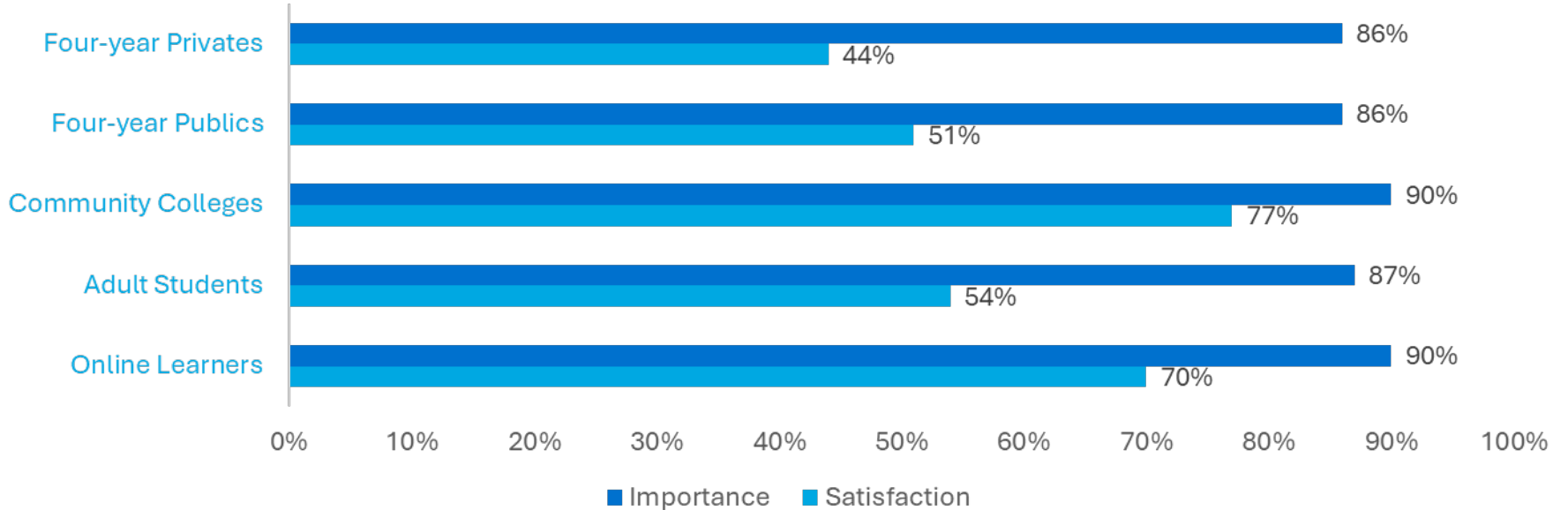
### CAMPUS CLIMATE ITEMS



# Tuition paid is a worthwhile investment.

## Perceptions across data sets

Tuition paid is worthwhile is a worthwhile investment.



Community College data from Form B version with 46,104 students from 69 institutions

# **Evaluating the Student Experience**

**3**

# Review the Student Experience

How are we moving students along the way?



# Need to understand the student experience through their eyes – student centric



Mapping of people, process, and technology



Best practices and opportunities gap analysis



Inter-departmental approach

# Example “Customer” Persona: *FTIC*

## Your students’ sentiments through the “buying” process

Phase of Journey	Attract Phase <i>Searching, applying, deciding</i>	Enable Phase <i>Onboarding, arriving, exploring</i>	Advance Phase <i>Progressing along selected path</i>
Emotional Experience	<b>Nervous, Hopeful</b>	<b>Accommodated, Questioning</b>	<b>Overwhelmed, Approving</b>
Feelings & Behavior	<p>“I lacked confidence that I could do this.”</p> <p>“I didn’t know what I’d gotten myself into.”</p>	<p>“My life shifted, so we had to make a new plan.”</p> <p>“Sometimes I wonder if this work is right for me.”</p>	<p>“I’m getting a bit burned out.”</p> <p>“I would recommend this program to others.”</p>
Connection Point Recommendations			
Academic Programs	<ul style="list-style-type: none"> <li>• Complete SEO work</li> </ul>	<ul style="list-style-type: none"> <li>• Un-gate course schedule</li> </ul>	
Student Services	<ul style="list-style-type: none"> <li>• Share resources earlier</li> </ul>	<ul style="list-style-type: none"> <li>• Set advising roles</li> </ul>	
Technology		<ul style="list-style-type: none"> <li>• Update Degree Audit</li> </ul>	<ul style="list-style-type: none"> <li>• Review LMS continuity</li> </ul>
Community		<ul style="list-style-type: none"> <li>• Create career peers</li> </ul>	

### Motivations to Attend

- Promotion potential
- Learn new job skills

### Personal Barriers

- Promotion potential
- Learn new job skills

### Program Expectations

- Practical education
- Networking



# Sample Student Profiles

## Predicting needs and potential challenges with enrollment

INDIVIDUAL CONCERNS	<u>Carl</u> <i>18-year-old, first-time freshman</i>	<u>Rosy</u> <i>20-year-old, transfer student</i>	<u>Barbara</u> <i>25-year-old, returning adult</i>
<b>Personal Needs</b>	<ol style="list-style-type: none"><li>1. Comprehensive orientation to understand college life, academic expectations, and available resources.</li><li>2.</li><li>3.</li></ol>	<ol style="list-style-type: none"><li>1. Clear information about transfer credits and how previous coursework will apply to her degree.</li><li>2.</li><li>3.</li></ol>	<ol style="list-style-type: none"><li>1. Assistance with work/life balance and finding education that fits her schedule.</li><li>1.</li><li>3.</li></ol>
<b>Potential Challenges</b>	<ol style="list-style-type: none"><li>1. Transitioning from high school to college-level academic expectations.</li><li>2.</li><li>3.</li></ol>	<ol style="list-style-type: none"><li>1. Difficulty in transferring credits or aligning previous coursework with College's requirements.</li><li>2.</li><li>3.</li></ol>	<ol style="list-style-type: none"><li>1. Concerns about the cost of studying abroad and her continuing to work full-time.</li><li>2.</li><li>3.</li></ol>

# Types of Student Journey Issues

## Big Broad Picture

### A. Lifecycle Phases

Identifying causes of friction is essential when seeking to improve relationships between students and the institution at crucial phases such as Awareness, Onboarding, or Registration.

### B. Business Processes

If operational efficiency and streamlined interactions are key priorities, focusing on specific business processes like course registration, assigning housing, or changing majors could be the ideal choice.

### C. Conversion Points

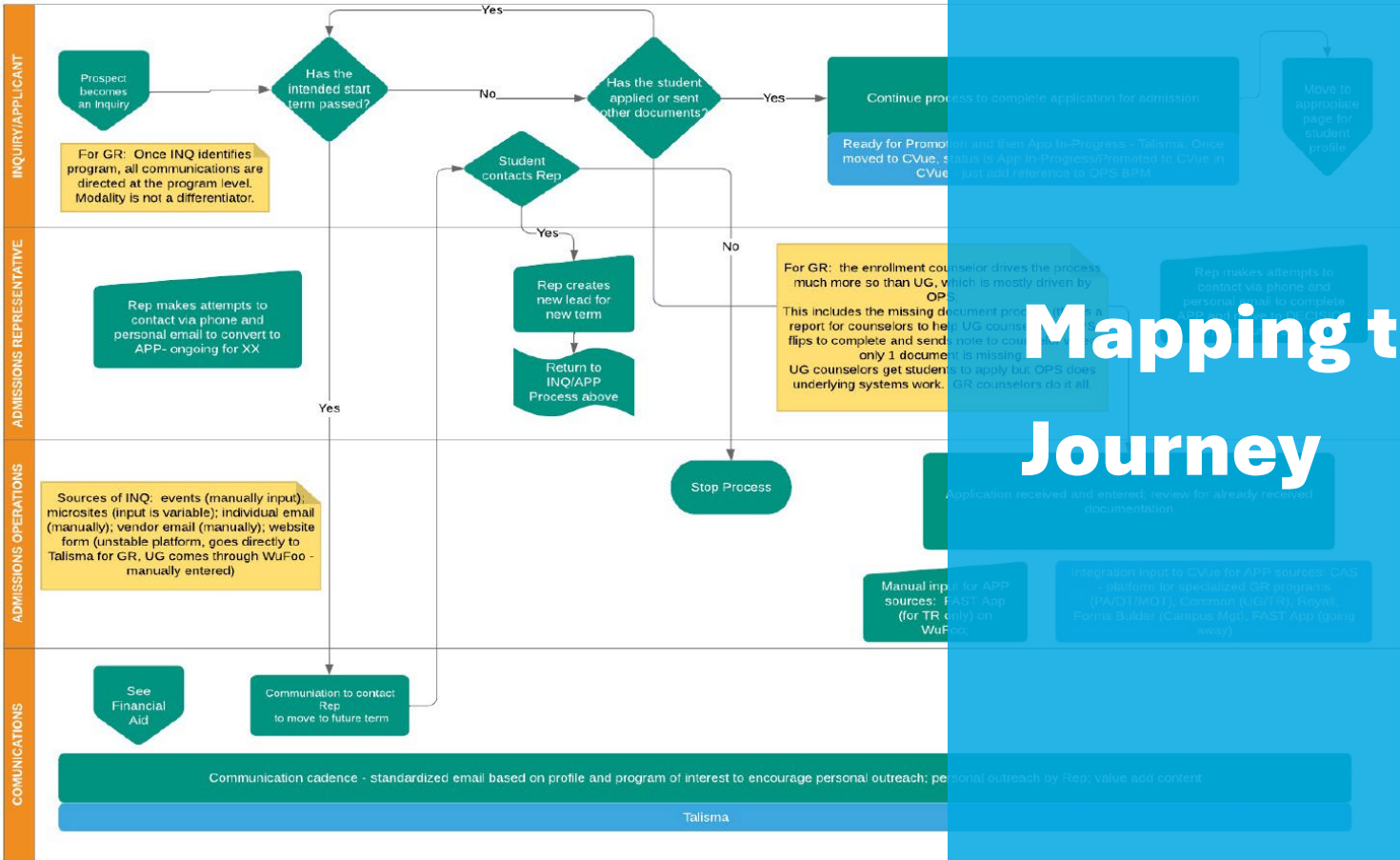
For institutions aiming to guide students through critical decision-making milestones, enhancing conversion points such as application submission, enrollment commitment, or community involvement is key.

Workflow

Tech

Notes and additional data

Sample University - Inquiry to App Submit



# Thank you for attending!



*scan to register*

SPECIAL OFFER TO RNL  
WORKSHOP PARTICIPANTS

**\$595 flat rate on 2024  
RNLNC registration!**

Must register by 7/1/24  
to receive this special offer.

Use code:  
**RNL595**

# Questions and Answers



# Thank you!

## How can we help?



**April Bush, Ph.D.**

**Vice President**

**[April.Bush@RuffaloNL.com](mailto:April.Bush@RuffaloNL.com)**

**864.237.1550 m.**

# Top five strengths

## Four-year private institutions

Top strengths rated for four-year private institutions	Importance	Satisfaction
Nearly all of the faculty are knowledgeable in their field.	91%	76%
The content of the courses within my major is valuable.	91%	65%
The instruction in my major field is excellent.	91%	66%
My academic advisor is knowledgeable about requirements in my major.	91%	75%
I am able to experience intellectual growth here.	89%	69%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance

# Top five strengths

## Four-year public institutions

Top strengths rated for four-year public institutions	Importance	Satisfaction
My academic advisor is knowledgeable about requirements in my major.	90%	73%
Nearly all of the faculty are knowledgeable in their field.	90%	74%
Major requirements are clear and reasonable.	89%	65%
I am able to experience intellectual growth here.	88%	69%
My academic advisor is approachable.	87%	70%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance



# Top five strengths

## Community colleges

Top strengths rated for community colleges	Importance	Satisfaction
The campus is safe and secure for all students.	91%	83%
I am able to experience intellectual growth here.	90%	81%
There is a good variety of courses provided on this campus.	89%	80%
Students are made to feel welcome on this campus.	88%	80%
Nearly all of the faculty are knowledgeable in their fields.	86%	78%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance

# Top five strengths

## Adult students

Top strengths rated for adult students	Importance	Satisfaction
Nearly all faculty are knowledgeable in their field.	94%	81%
The content of the courses within my major is valuable.	92%	73%
My academic advisor is knowledgeable about requirements in my major.	91%	76%
Classroom locations are safe and secure for all students.	90%	84%
Major requirements are clear and reasonable.	90%	73%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance

# Top five strengths

## Adult graduate students

Top strengths rated for adult students	Importance	Satisfaction
Nearly all faculty are knowledgeable in their field.	95%	83%
The content of the courses within my major is valuable.	94%	75%
Major requirements are clear and reasonable.	93%	76%
My academic advisor is knowledgeable about requirements in my major.	92%	78%
I am able to register for classes I need with few conflicts.	91%	76%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance

# Top strengths

## Online learners

Top strengths rated for online learners	Importance	Satisfaction
Registration for online courses is convenient.	93%	83%
Billing and payment procedures are convenient for me.	89%	81%
My program advisor is accessible by telephone and email.	88%	80%
Adequate online library resources are provided.	88%	81%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance

# Top five challenges

## Four-year private institutions

Top challenges rated for four-year private institutions	Importance	Satisfaction
I am able to register for classes I need with few conflicts.	89%	56%
It is an enjoyable experience to be a student on this campus.	87%	55%
Tuition paid is a worthwhile investment.	86%	44%
Faculty are fair and unbiased in their treatment of individual students.	86%	57%
This institution shows concern for students as individuals.	86%	55%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance

# Top five challenges

## Four-year public institutions

Top challenges rated for four-year public institutions	Importance	Satisfaction
The quality of instruction I receive in most of my classes is excellent.	89%	59%
I am able to register for classes I need with few conflicts.	89%	60%
The campus is safe and secure for all students.	87%	61%
Tuition paid is a worthwhile investment.	86%	51%
Adequate financial aid is available for most students.	84%	48%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance

# Top five challenges

## Community colleges

Top challenges rated for community colleges	Importance	Satisfaction
The quality of instruction I receive I most of my classes is excellent.	90%	69%
I am able to register for classes I need with few conflicts.	89%	73%
Faculty provide timely feedback about student progress in a course.	88%	70%
This school does whatever it can to help me reach my educational goals.	87%	70%
Faculty are understanding of students' unique life circumstances.	87%	69%

Percentages indicate the proportions of "important"/"very important" and "satisfied"/"very satisfied" scores

Listed in order of importance

# Top four challenges

## Adult students

Top challenges rated for adult students	Importance	Satisfaction
The quality of instruction I receive in my program is excellent.	93%	68%
Adequate financial aid is available for most adult students.	87%	56%
Tuition paid is a worthwhile investment.	87%	54%
This institution responds quickly to my requests for information.	87%	65%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance



# Top four challenges

## Adult graduate students

Top challenges rated for adult students	Importance	Satisfaction
The quality of instruction I receive in my program is excellent.	94%	69%
Faculty provide timely feedback about my progress.	90%	66%
Tuition paid is a worthwhile investment.	89%	56%
Adequate financial aid is available for most adult students.	88%	56%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance

# Top challenges

## Online learners

Top challenges rated for online learners	Importance	Satisfaction
The quality of online instruction is excellent.	93%	71%
Instructional materials are appropriate for program content.	93%	76%
Faculty are responsive to student needs.	93%	76%
Faculty provide timely feedback about student progress.	91%	72%
Tuition paid is a worthwhile investment.	90%	70%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance

# Thank you for attending!



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**\$595 flat rate on 2024  
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Must register by 7/1/24  
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Use code:  
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The background is a blue-tinted photograph of graduates in caps and gowns. The focus is on a graduate in the foreground on the right, wearing a black mortarboard cap with a white tassel. Another graduate is visible in the background on the left, also in a cap and gown. The overall scene is a graduation ceremony.

**Thank you**